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**Staffin et al.**(10) **Pub. No.: US 2017/0154355 A1**(43) **Pub. Date: Jun. 1, 2017**(54) **SCORE BOARDS BASED ON SOCIAL GROUPS**(52) **U.S. CL.**  
CPC ..... **G06Q 30/0242** (2013.01)(71) Applicant: **Google Inc.**, Mountain View, CA (US)(72) Inventors: **Benjamin A. Staffin**, Mountain View, CA (US); **Frances B. Haugen**, Mountain View, CA (US)(73) Assignee: **Google Inc.**, Mountain View, CA (US)(21) Appl. No.: **14/134,928**(22) Filed: **Dec. 19, 2013****Related U.S. Application Data**

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**G06Q 30/02** (2006.01)(57) **ABSTRACT**

Methods, systems, and apparatus include computer programs encoded on a computer-readable storage medium for providing content. A method includes: identifying a plurality of segments of viewers wherein each segment is associated with an entity; identifying pairs of segments for comparison; responsive to a request for content, identifying a content item for presentation on a user device; identifying a first pair of segments that are associated with the content item; determining, for each segment of the first segment pair, a response metric associated with responses to the content item, the responses attributable to entities in a given segment; and providing the content item responsive to the request including providing results associated with the response metric for both segments of the first pair of segments for presentation along with the content item.

